

Tapping Untapped Potential: Building Consumer Demand for Effective Cessation Treatments

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Without consumer demand for tobacco cessation interventions, neither strengthening the science base for them nor improving the capacity of the health care system to deliver them is going to create the widespread use of smoking cessation therapy that is needed to substantially reduce current smoking rates. This paper will review what is known about the policy, environmental, and programmatic interventions that increase quitting motivation, behavior, and/or treatment use. Recommendations will address the need for more creative research and surveillance to better understand barriers in the way of smokers' use of evidence-based treatments and to aid in the design of more appealing and effective new approaches.